

PATRICK CROWLEY

HOW TO BE AN AWESOME AN UI/UX DESIGNER

PATRICK CROWLEY

HOW TO BE AN AWESOME USER INTERFACE/USER EXPERIENCE DESIGNER

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HOW TO BE AN AWESOME INTERFACE/EXPERIENCE DESIGNER

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HOW TO BE AN AWESOME EXPERIENCE DESIGNER

PATRICK CROWLEY

HOW TO DESIGN AWESOME EXPERIENCES

(WHY I'M CHANGING
THE TALK TITLE?)

BEFORE WE GET TO
THAT, WHO AM I?

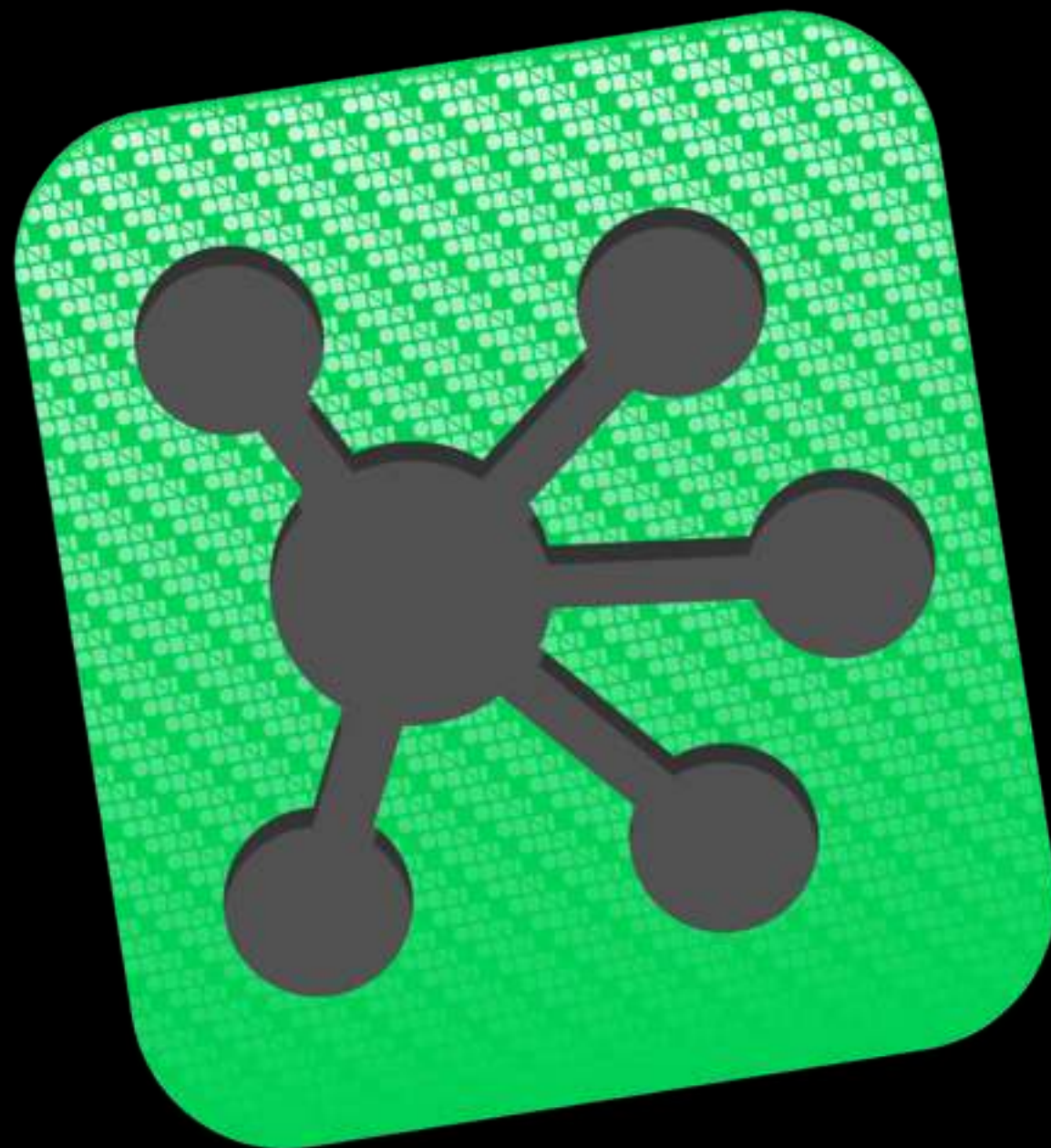
PATRICK CROWLEY

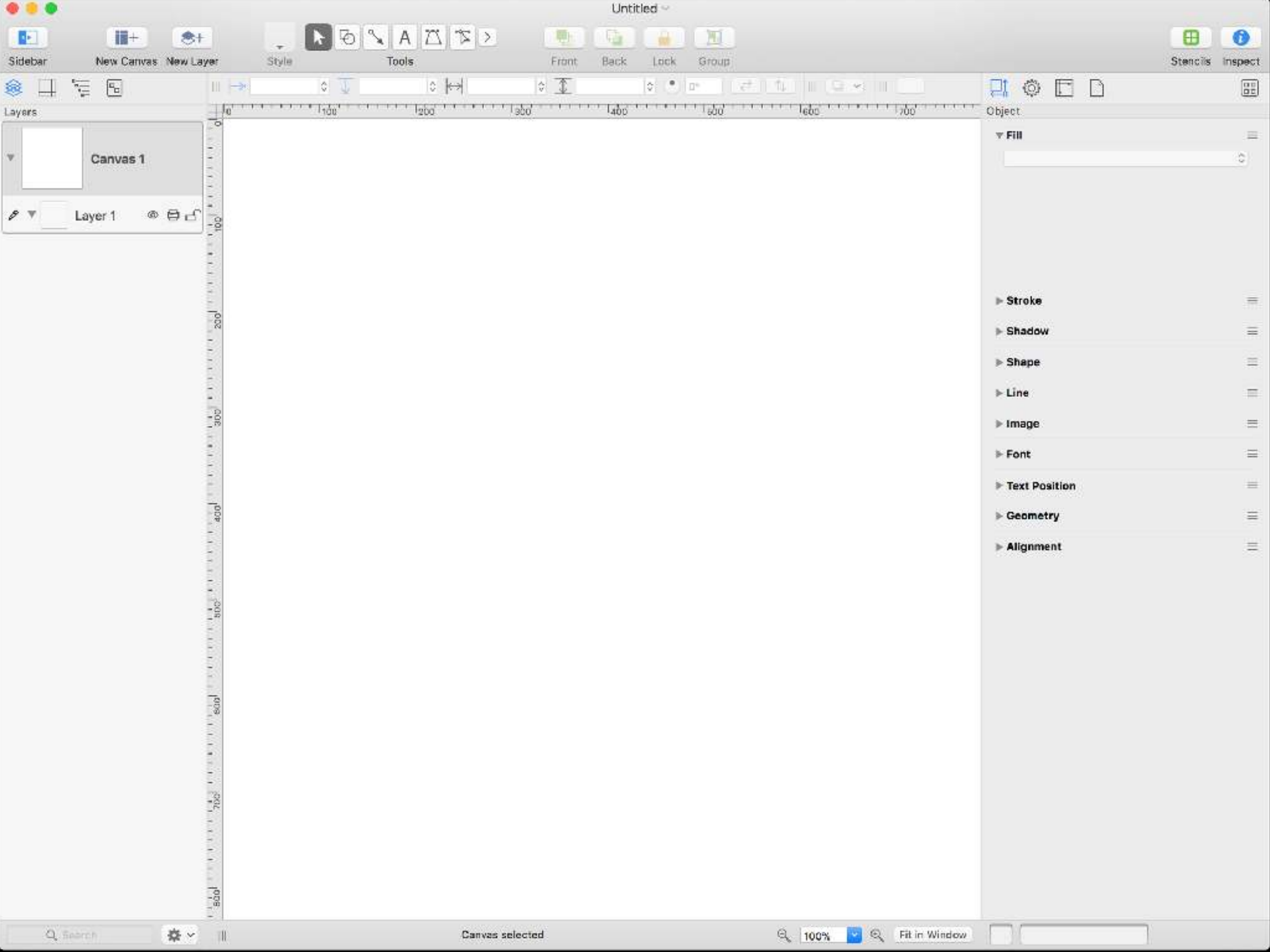
DESIGNER

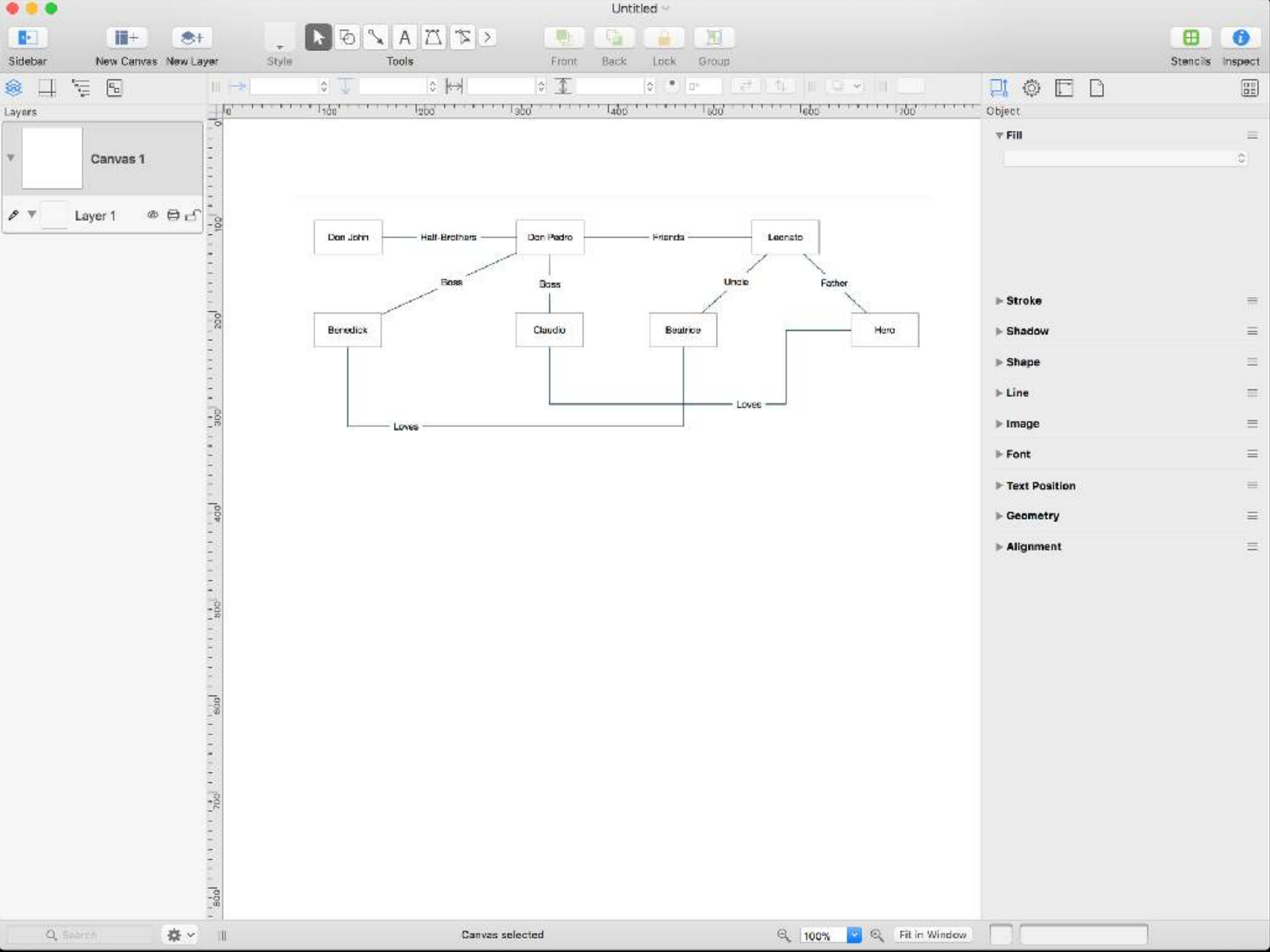
DEVELOPER

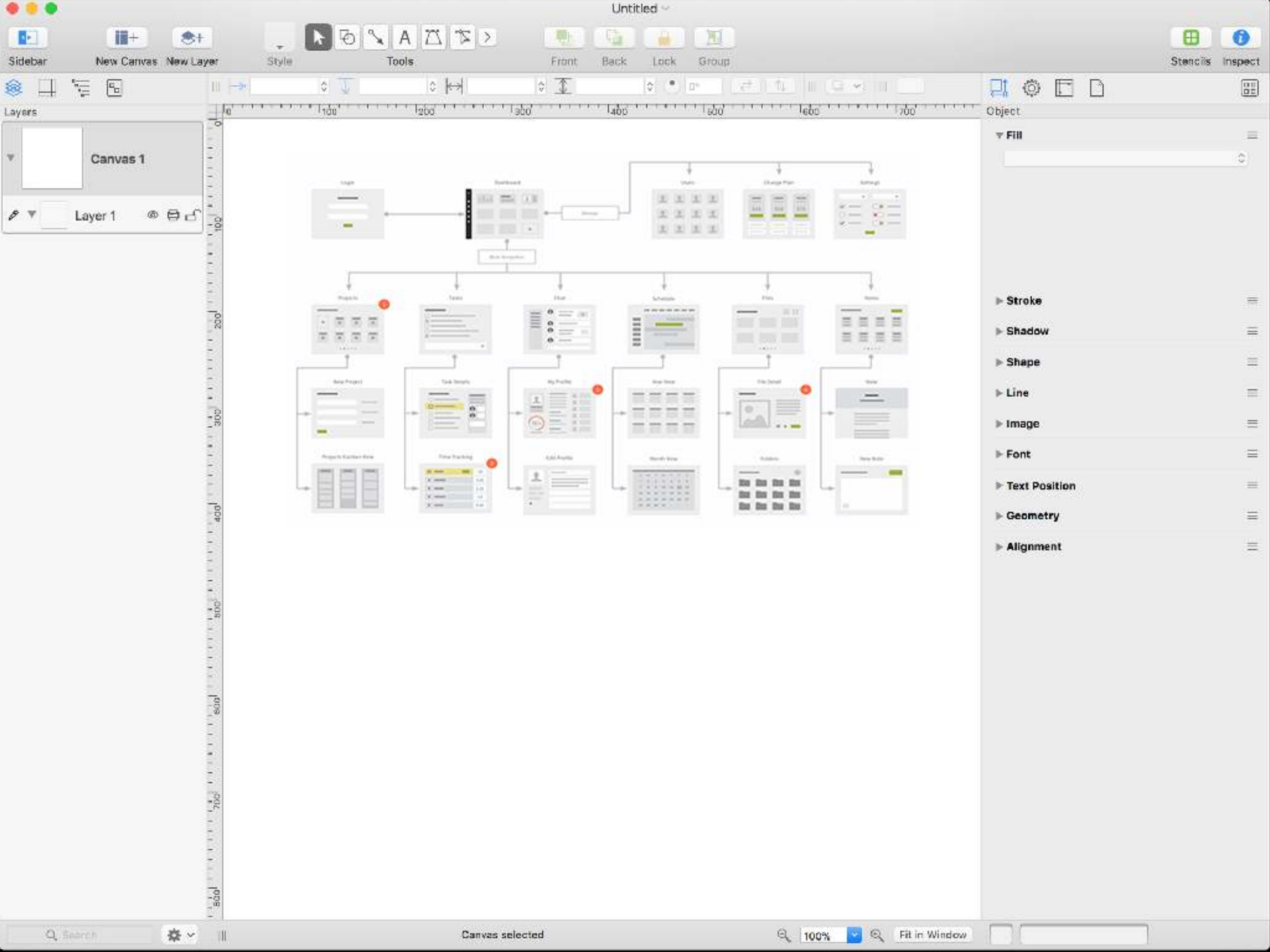
GRAFFLETOPIA.COM

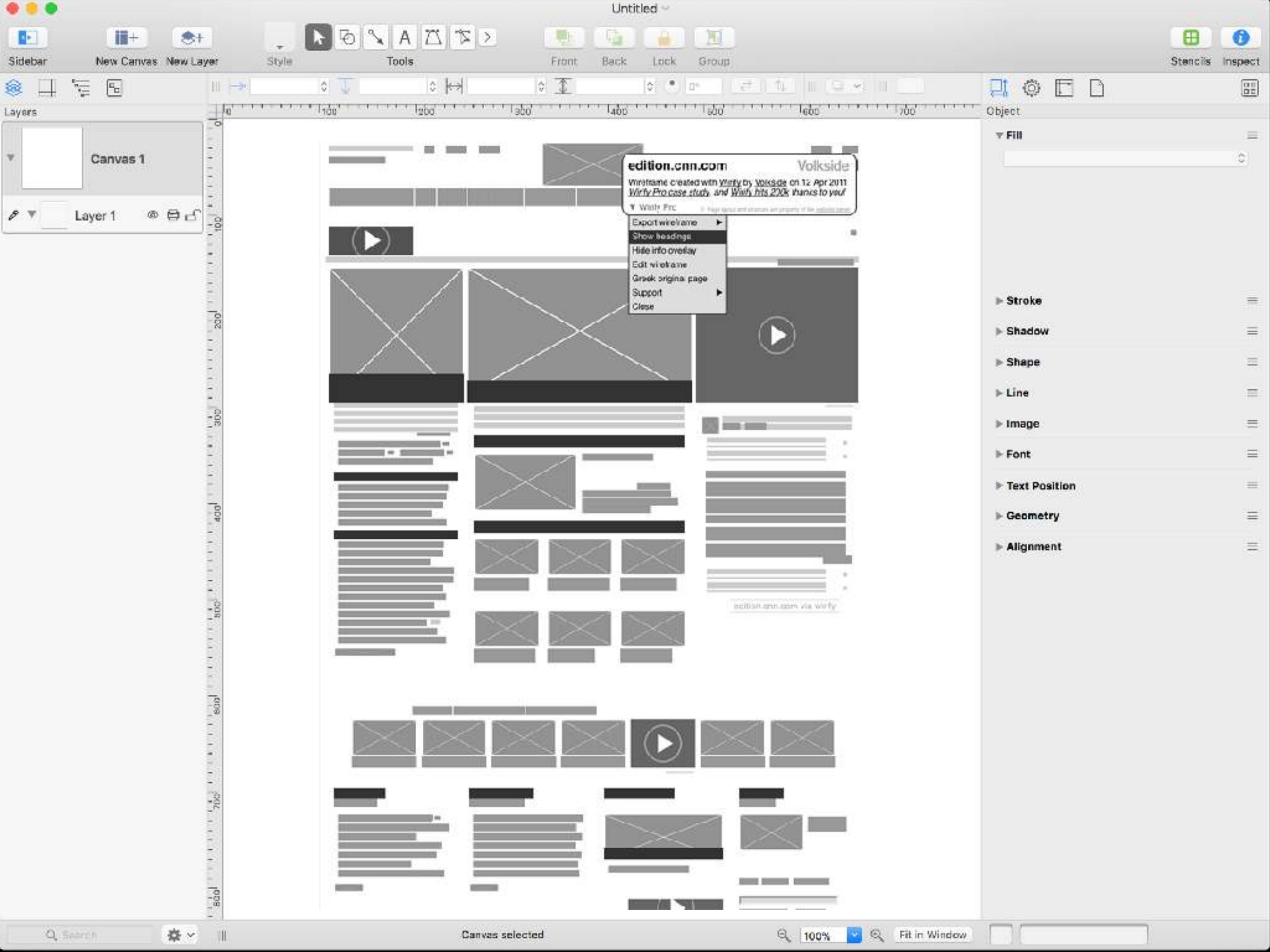
TEMPLATE MARKETPLACE
FOR OMNIGRAFFLE USERS











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Get Some Awesome



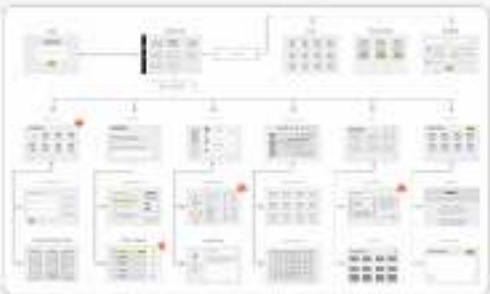
iPhone stencils

- iPhone Stencils Kit
- iPhone iOS Stencil
- iPhone Wireframe Stencil



Android stencils

- Android Stencils Kit
- Android Tablet Stencil
- Android Phone Stencil



UI stencils from UX Kits

- UX Kits Bundle
- Square Wireframe Kit
- UI Wireflows

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Free



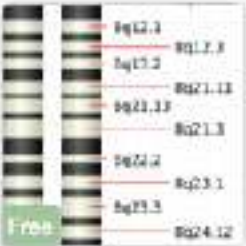
Free



\$29.00



Free



Free



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Microservice Component Structure

This stencil provides a reference for structuring Microservice components

169 downloads

\$29.00

Chatbot Robots

Chatbots are coming and we must be prepared! This is the ultimate stencil for designing chatbots. It includes everything you need to design your own chatbot for desktop or mobile apps. What's a chatbot? It's an automated agent that can respond to simple chat commands. Chatbots are often used for customer service in mobile... more

\$29.00

Square Wireframe Kit

Square Wireframe Kit provides a simple, flexible, and fun way to wireframe. Simple square blocks can be easily resized, rearranged, stacked, and edited to build wireframes for anything from a traditional website to a mobile app. If you need to show more detail, squares come in two versions so you can switch between mock... more

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UX Kits Pro

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Square Wireframe Kit

Square Wireframe Kit provides a simple, flexible, and fun way to wireframe.

Simple square blocks can be easily resized, rearranged, stacked, and edited to build wireframes for anything from a traditional website to a mobile app. If you need to show more detail, squares come in two versions so you can switch between mock text with icons and real text with photos.

Communicate key concepts to your team or client and easily update mockups without having to search for and switch components. Just grab a square and drag it right into your document to quickly show content hierarchy and layout to your clients, while making sure that no one mistakes your wireframe for a final design.

Square Wireframe Kit includes everything you need with 6 pages of elements, 7 sample wireframes, 46 carefully selected icons, sample photos, and instructions.

The use of icon fonts makes it easy to quickly represent different types of content, and a built-in icon guide allows you to just copy and paste what you need.

Note: this stencil requires installation of three fonts (all free):

Fonts

- UX Kits Icon Font for Square
- Source Sans Pro
- Material Icons

(Just download and install the fonts before using the stencil.)

Buy Stencil for \$29.00

• 100% Money-Back Guarantee • Includes Free Updates

Sample (Home)Sample (Article)Sample (Mobile)Sample (Detail)Sample (Dashboard)Sample (Table Data)Sample (File Library)

Squares (Media)Squares (Text)Squares (More)Squares (Forms)Text for LayoutsExtrasIconsPhotosInstructions

NOW BACK
TO THE TALK!

THIS TALK IS NOT
ABOUT THE FOLLOWING

- Sketches
- Wireframes
- Mockups
- Prototypes
- Site maps
- User stories
- Tools (Sketch, OmniGraffle, Keynote, etc.)

THIS TALK IS ABOUT
FUNDAMENTALS

BASIC

SO WHY DID I CHANGE
THE TALK TITLE?

PATRICK CROWLEY

HOW TO BE AN AWESOME AN UI/UX DESIGNER

PATRICK CROWLEY

HOW TO DESIGN AWESOME EXPERIENCES

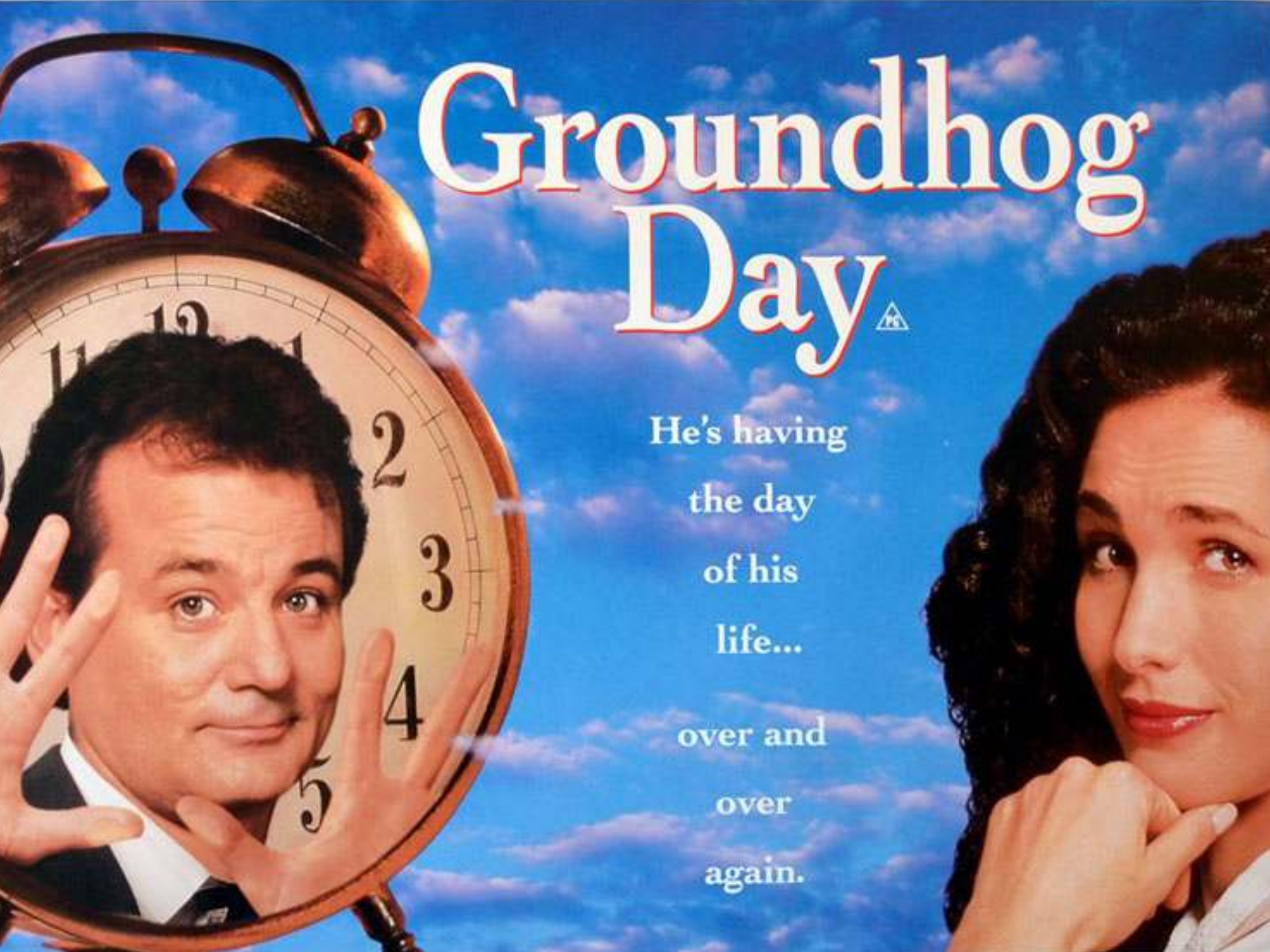
ACTUALLY...

I REDESIGNED IT.

I REDESIGNED IT.
AGAIN.

I REDESIGNED IT.
AGAIN. AND AGAIN.

I REDESIGNED IT.
AGAIN. AND AGAIN.

The movie poster features a bright blue sky with scattered white clouds as the background. On the left, a large, ornate brass alarm clock is shown. The clock's face is partially obscured by the head of a man with dark, curly hair, wearing a dark suit and white shirt. He has a wide-eyed, slightly mischievous expression and is holding up both hands with fingers spread, framing his face. The clock's numbers 1 through 5 are visible. On the right side of the poster, the face of a woman with dark, curly hair is shown. She is looking towards the camera with a slight smile, her hand resting under her chin. The title 'Groundhog Day' is written in a large, white, serif font with a red outline, positioned in the upper right. Below the title, the tagline is written in a smaller, white, sans-serif font. The overall composition is classic and eye-catching.

Groundhog DayTM

He's having
the day
of his
life...

over and
over
again.



EVERY DAY IS
GROUNDHOG DAY

HOW CAN YOU IMPROVE
YOURSELF EACH DAY?

USERS ARE STUCK IN THEIR
OWN GROUNDHOG DAY

REPEATING THE SAME
ACTIONS AGAIN AND AGAIN

INDIVIDUALLY.
COLLECTIVELY.

HOW CAN WE MAKE IT
BETTER FOR THEM?

DESIGN IS ALSO
REPETITION.

OBSESSING OVER DETAILS.
AGAIN AND AGAIN.

ITERATING

REFACTORING

MAKE AWESOME THINGS.
AND THEN IMPROVE THEM.
FOREVER.

Everyone wants to be found.

BILL MURRAY SCARLETT JOHANSSON

Lost In Translation

FOCUS FEATURES presents an AMERICAN DREAMWORKS / ELEMENTAL FILMS production "LOST IN TRANSLATION" BILL MURRAY SCARLETT JOHANSSON GIOVANNI RIBISI ANNA FARIS FIONNULA WASSON JUDITH WETZEL JULIE GUNY STEPHEN
R
www.lost-in-translation.com
FOCUS
FEATURES

The new film written and directed by Sofia Coppola



MOVIECLIPS.COM

“Again. With more intensity.”

– JAPANESE DIRECTOR



FLOW

USER EXPERIENCE IS
ABOUT FLOW

FLOW

/FLŌ/

NOUN: THE ACTION OR FACT OF
MOVING ALONG IN A STEADY,
CONTINUOUS STREAM.

NOUN: THE ACTION OR FACT OF
MOVING ALONG IN A MEDIUM.

MEDIUM
/MĒDĒΘM/

NOUN: A MIDDLE STATE
OR CONDITION; MEAN.

USER



MEDIUM



GOAL/TASK/RESULT

FLOW

USER



MEDIUM



RESULT

INTERACTION

USER



MEDIUM



RESULT

INTERFACE

USER



MEDIUM



RESULT

FLOW

USER



MEDIUM



RESULT

FLOW

USER



WEBPAGE



RESULT

FLOW

USER



FORM



RESULT

FLOW

USER



MOBILE APP



RESULT

FLOW

USER



EMAIL



RESULT

FLOW

USER



HOTEL



RESULT

FLOW

USER



ANYTHING



RESULT

FLOW

HUMAN



MEDIUM



RESULT

FLOW

HUMAN



MEDIUM



RESULT

FLOW

HUMAN



MEDIUM



RESULT

DESIGN
THIS
PART



EXAMPLE

LOGGING INTO A WEBSITE

USER



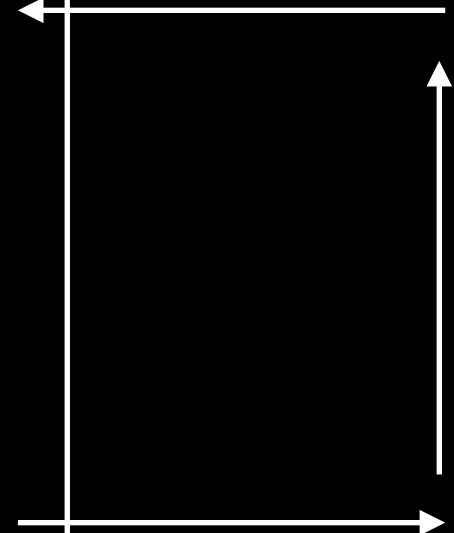
LOGIN FORM



CHECK PASS



LOGGED IN



HOW CAN WE IMPROVE
THE USER EXPERIENCE?

- Show error message if password is wrong
- Rewrite error messages to be less technical
- Add link to reset password
- Prevent user from logging in before email is verified
- Stop user from logging in if already logged in
- Redirect user to intended location after logging in
- Look for problems. Fix them.

FOCUS ON USERS



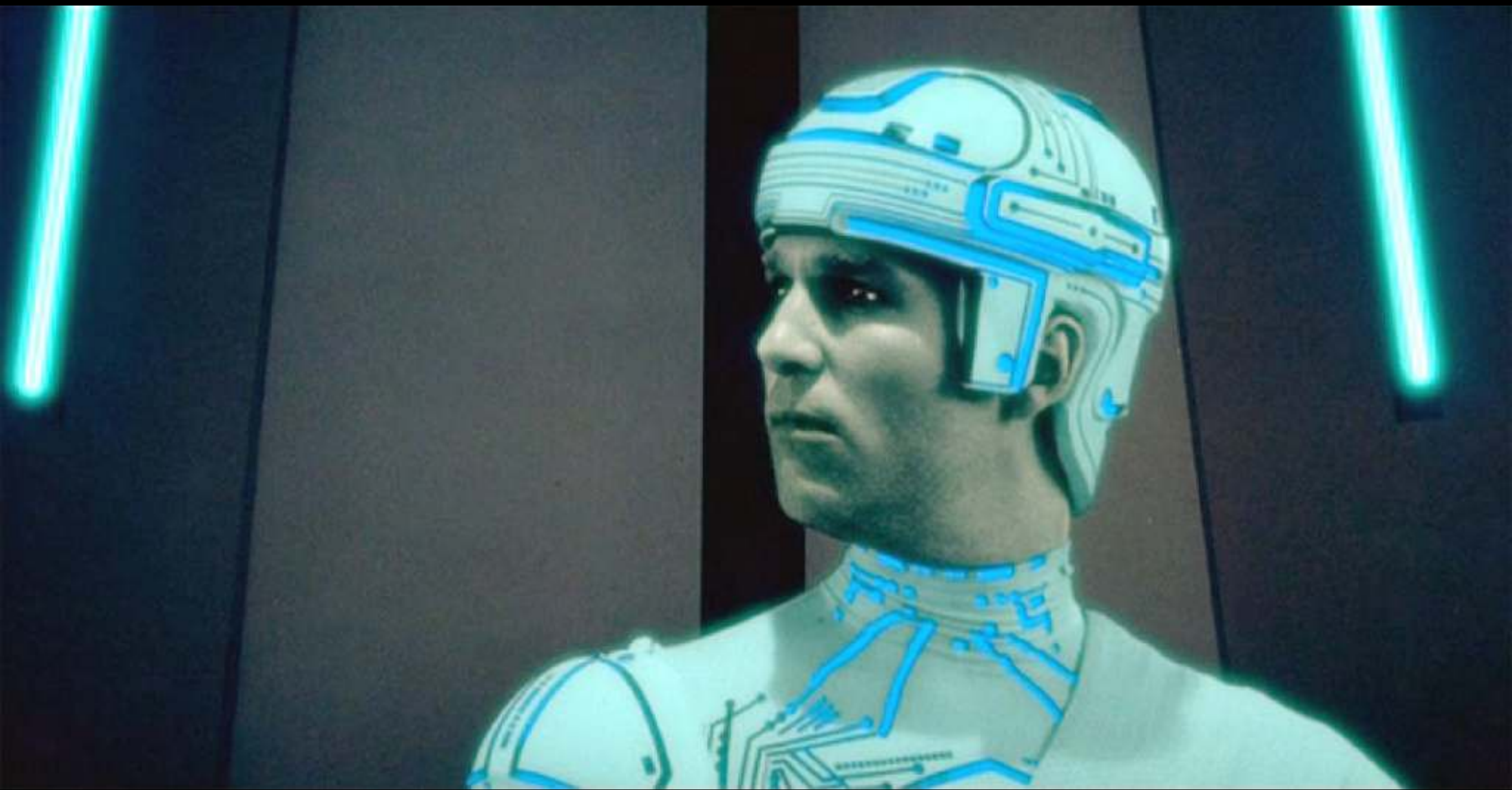
TRAPPED IN A FIGHT
TO THE FINISH
INSIDE THE VIDEO WORLD
HE CREATED

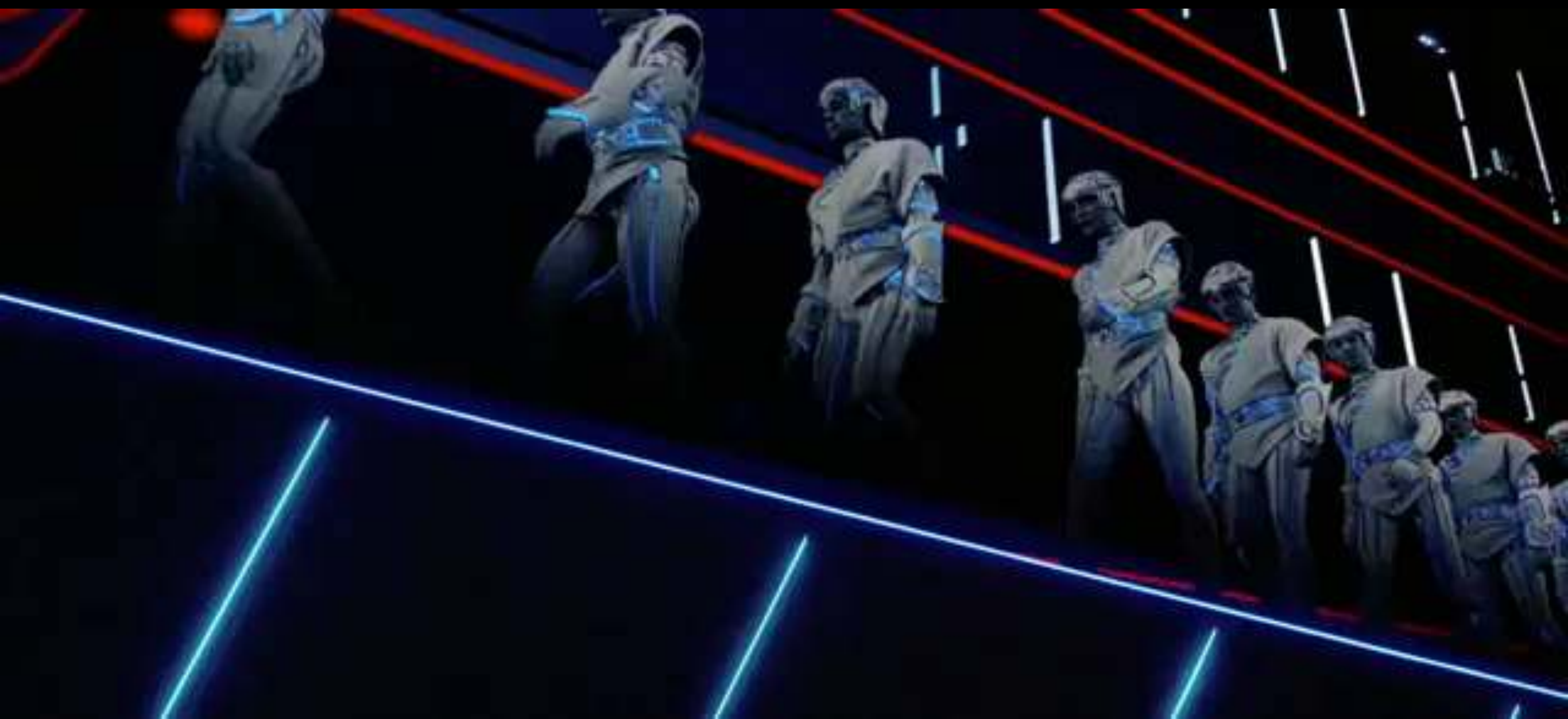
WALT DISNEY PRODUCTIONS'
TRON

TRON A LISBERGER-KUSHNER PRODUCTION STARRING JEFF BRIDGES BRUCE BOXLEITNER DAVID WARNER CINDY MORGAN AND BARNARD HUGHES
EXECUTIVE PRODUCER RON MILLER MUSIC BY WENDY CARLOS STORY BY STEVEN LISBERGER AND BONNIE MACBIRD SCREENPLAY BY STEVEN LISBERGER PRODUCED BY DONALD KUSHNER DIRECTED BY STEVEN LISBERGER WRITTEN BY JOURNEY
TECHNOLOGY FILMED AT SUPER PARADISE 70 Sound-track album from CBS Records. Many other Records and Cassettes from J&R Music Group, Inc. Paper-back from TBS. Books from Pantheon. 1982 Walt Disney Productions









BE TRON.

FIGHT FOR THE USERS.

WHAT IS THE USER
TRYING TO ACCOMPLISH?

HOW CAN I HELP?

- Simpler?
- Faster?
- Easier?
- Less technical?
- Look better?
- More inclusive?
- More fun?
- Remove it?

TRON

L E G A C Y



MUSIC FROM THE MOTION PICTURE BY DAFT PUNK

Disney

TRON

LEAGACY

MUSIC BY

DAFT
PUNK



COVERLANDIA

BEING TECHNICAL

FRONT END

BACK END

“I’m a developer, but I don’t design.”

– BAD DEVELOPER

“I’m a designer, but I don’t code.”

– BAD DESIGNER

“I design wood furniture,
but I don't do any woodworking.”

– BAD FURNITURE DESIGNER





WHAT'S THE
DIFFERENCE?

TECHNIQUE



FROM THE DIRECTOR OF "THE BOURNE ULTIMATUM"

OUT HERE SURVIVAL IS EVERYTHING

TOM HANKS
**CAPTAIN
PHILLIPS**

IN CINEMAS
OCTOBER 24

CaptainPhillips.com.au

B A S E D O N A T R U E S T O R Y



LOOK AT ME.

YOU'RE
TECHNICAL NOW.

WEBSITES ARE
TECHNICAL.

APPS ARE TECHNICAL.

EVERYTHING IS
TECHNICAL.

LEARN THE TECHNICAL.

LEARN THE MEDIUM.

SO YOU CAN DESIGN
WITHIN IT.

WEBSITES AS A MEDIUM

HTML
CSS
JAVASCRIPT

RESPONSIVE DESIGN

META TAGS

FAVICONS

OPEN GRAPH IMAGES

WEB FONTS

...

CLOSING THOUGHTS

HOW TO DESIGN AWESOME EXPERIENCES

- Find flows
- Improve them
- Repeat!

YOU CAN DESIGN
AWESOME EXPERIENCES.

BECAUSE YOU'RE A
USER TOO.

BECAUSE YOU'RE
HUMAN TOO.

FIGHT FOR THE USERS.

THE END